

S/N 10/611,630

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|               |  |                 |                        |
|---------------|--|-----------------|------------------------|
| Applicant(s): | Jeffrey A. Aaron   | Examiner:       | Mellissa M. Chojnacki  |
| Serial No.:   | 10/611,630   | Group Art Unit: | 2164                   |
| Filed:        | June 30, 2003  | Docket No.:     | 02049 / 60027.5047US01 |
| Title:        | Automatically Facilitated Marketing and Provision of Electronic Services |                 |                        |

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**AMENDMENT AND RESPONSE &  
REQUEST FOR CONTINUED EXAMINATION (RCE) UNDER 37 C.F.R. §1.114**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

Responsive to the Final Office Action mailed on August 19, 2009, the Applicant requests further examination in light of the following amendments and remarks, which are believed to place the application in condition for allowance. An RCE is being filed concurrently with this Amendment.

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.